

PHILIP MORRIS
U.S.A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Dr. R. B. Seligman Date: February 25, 1976
From: J. E. Wickham ✓
Subject: Comparison of TITL Market Survey #17 vs. #18

Five (5) of Philip Morris's brands show a change in tar level from Market Survey #17 vs. #18. The five (5) brands are listed below and the differences in tar levels noted. Both Multifilter and Galaxy showed an increase in tar delivery and this was confirmed by Philip Morris data.

The other three (3) brands that showed significant changes between Market Survey #17 and #18 were not confirmed by Philip Morris data. This can probably be related to sampling variations.

The "predicted" FTC data for Market Survey #18 are given based on the difference between TITL data for Market Survey #17 vs. #18 and using the FTC data from Market Survey #17.

Based on previous experience, it will probably be sometime in April, 1976 before the FTC publishes their data for Market Survey #18.

If you have further questions regarding these data, please let me know. ETC Tar mg/cigt

FTC Tar, mg/cigt.

		June (#17)	Sept. (#18)
<u>Galaxy</u>	TITL	14.5	16.1
	PM	14.1	15.3
<u>Multifilter</u>			
	TITL	11.7	12.8
	PM	11.1	12.2
<u>P.M. International</u>			
	TITL	18.2	17.2
	PM	17.0	17.0
<u>Saratoga</u>			
<u>Plain</u>	TITL	15.4	16.2
	PM	16.7	16.0
<u>Menthol</u>	TITL	14.8	16.3
	PM	16.2	16.5

JEW : gmm

cc: Mr. F. E. Resnik
Mr. R. N. Thomson

Jan 15

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